

Brand Positioning and Cultural Identity: An Innovative Analysis of CHAGEE Marketing Model

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Keywords: Tea Market, Chinese Tea Culture, Tea Economics.

Abstract: In recent years, the new Chinese tea market has attracted more and more consumers' attention. CHAGEE, as a leading brand, has occupied a place in the domestic and foreign markets. This paper mainly focuses on the brand positioning and cultural identity of CHAGEE, and how the brand uses a variety of innovative means to achieve market expansion in a short time. At the same time, this paper uses relevant concepts to analyze the marketing model of CHAGEE, collect and summarize market data. This article analyzed the bully her tea in the place where the innovation of the brand marketing strategy, sums up the brand marketing in the diversified way of analysis, new Chinese style such as bullies her tea brand marketing strategy provides some reference.

1 INTRODUCTION

With the development of The Times, the new Chinese tea market has risen rapidly, attracting more and more consumers' attention in a short period of time, and its sales also show a trend of rapid growth in the whole Chinese market. According to IIMedia Consulting, the size of China's tea market has reached 354.72 billion yuan in 2024, up 6.4% year on year, and the market size is expected to reach 374.93 billion yuan in 2025. By 2028, the size of the tea market is expected to exceed 400 billion yuan. In addition, the competition in the new Chinese tea market is very fierce, and the products in the industry bloom, and the homogenization phenomenon occurs frequently, and the price is uneven, which leads to the profit margin of the tea market is extremely compressed. Despite this, new tea enterprises are still accelerating their expansion, and many tea brands have increased the number of stores in order to ensure product sales. CHAGEE, as the leading brand in the tea beverage industry, occupy an important position in domestic and foreign markets. This paper mainly discusses the brand positioning and cultural identity of CHAGEE, to understand how the brand builds a closer emotional connection with young consumers, and how the brand achieves market expansion in a short period of time through various innovative means such as private traffic construction, IP co-branding and brand packaging design. At the same time, this paper uses

relevant concepts to analyze the marketing model of CHAGEE, and collects and summarizes relevant data of China's tea market through the process tracking method in detailed case studies. Secondly, this paper uses 4p model, detailed possibility model and integrated marketing and other models to deeply analyze the unique features of CHAGEE in brand marketing. Thirdly, based on the above systematic research methods and a large number of relevant literatures, this paper summarizes the diversified analysis methods in brand marketing, and provides some referential marketing strategies for CHAGEE and other new Chinese tea brands.

2 BACKGROUND AND DEVELOPMENT STATUS OF CHAGEE

2.1 Background of Tea Market

With the development of The Times, China's per capita income level has been steadily increasing, and the consumption group of the tea market has become more and more extensive. The improvement of Chinese residents' purchasing power has also laid a solid consumption foundation for the development of the tea industry. At the same time, the tea market as a whole presents a popular and young consumption trend, and most of its consumers are students and

office workers aged 15-30. Therefore, the development of new Chinese tea products and peripheral products is also constantly in line with young people's consumption aesthetic and healthy and low-fat consumption demands (Dai, 2024).

2.2 Product Quality

CHAGEE with new Chinese style tea as the main direction of marketing, the main "original milk tea" product ideas, screening of tea raw materials is very stringent. Its planting base is located in Yunnan Province, China, covering an area of about 2000 mu, which is the largest organic oolong tea farm in the world. Its tea research and development team is committed to continuous improvement of the formula through modern scientific and technological means, and more in-depth research and evaluation of products. In this process, the team innovatively adopted "Ice Blanc non-hydrogenated base milk" as the key ingredient of milk and tea in raw leaf fresh milk tea, thus successfully achieving zero addition of plant fat end, creamer and hydrogenated vegetable oil in tea products (Xu, 2024).

2.3 Sales Volume and Number of Stores

In 2023, the total transaction volume (GMV) of CHAGEE broke the 10 billion mark for the first time, reaching 10.8 billion yuan. Entering the first quarter of 2024, the single-quarter GMV of CHAGEE has exceeded 5.8 billion yuan, and it is expected that the GMV of the whole year will exceed 20 billion yuan. As of May 20, 2024, the number of CHAGEE registered members has exceeded 130 million, achieving a doubling of the number of registered members in less than half a year. In 2023, the annual sales volume of the classic CHAGEE product Boya Juxian exceeded 230 million cups (He, 2024). In seven years, under the joint efforts of bullies her success out of Yunnan tea, and gradually in many provinces and cities, while in Malaysia, Thailand and Singapore and other places to open 100 + offline stores, now its global stores of 4500 +.

3 CULTURAL IDENTITY

3.1 Cultural Heritage

Bullies her tea brand name originated from Chinese traditional culture story "farewell my concubine",

reflects the profound Chinese culture. Secondly, CHAGEE logo, a beautiful China red base subject for Chinese Peking Opera mask, has a unique style of Chinese art. In the product packaging, CHAGEE extracts a variety of traditional Chinese elements to create a distinctive new Chinese aesthetic style. It combines the traditional Chinese navy pattern with modern fashion elements to form a unique Chinese fashion module. On the design of the font style, overlord in the tea she chose "CHAGEE" C as branding elements, and use the pop art and Chinese ink painting style, ably improve the identification of the brand to create a unique brand culture identity (Zhu, Xu, & Wang, 2024).

3.2 Influence

It also highlights the profound Chinese excellent traditional culture and makes a contribution to the promotion of Chinese aesthetics. In short, with the increasing influence of Chinese culture on the world, more and more Chinese people are establishing a sign of cultural confidence and strongly supporting domestic products, including new Chinese tea brands such as CHAGEE. It also shows that bully her tea in the aspect of culture shape showed good development momentum, for other tea brand provides a practical way of branding.

4 RESEARCH ON 4P THEORY MARKETING STRATEGY

4.1 Promotion

The slogan of CHAGEE is "Oriental tea, friends of the world", which promotes the unique charm of Chinese tea to the world. At the same time, CHAGEE also promotes the core concept of CHAGEE brand marketing to the audience through the marketing method of "meeting friends with tea", that is, sharing milk tea with friends. This can improve user engagement, enhance the relationship between customers, but also show the strong social value of the product, to achieve mutual benefit and two-way travel between buyers and sellers, but also reflect the promotion marketing strategy in the 4p theory.

4.2 Place

Secondly, in terms of marketing channels, CHAGEE offline stores are located in a line and second-tier cities, and mostly partial provinces and cities in east

China and south China. At the same time, according to the data of narrow door food eye, CHAGEE stores are mainly distributed in shopping centers and large shopping malls, accounting for more than 70%, of which about 70% of offline stores are concentrated in the first floor of the mall. This can quickly grab the attention of consumers and encourage them to carry a cup of delicious tea with them when they go shopping. This has also increased the market influence of CHAGEE. Thirdly, CHAGEE has set up the welfare of "adding the store manager's wechat" at the ordering place, and established a complete private domain traffic system online, so that consumers can personally feedback the product experience with the store manager, so that the taste of the product can be more in line with the will of the masses. This innovative marketing mode of online and offline channels has greatly improved users' favorability and participation, thus attracting more consumers to pay for its products.

4.3 Product

From the product itself, CHAGEE disclosed the caloric value of the whole series of products, such as the heat of the signature product "Boya absolute string" is 130kcal, and the whole cup of heat is about equal to half an avocado. This has successfully shaped the label of healthy tea, which is in line with the demands of contemporary consumer groups. Combined with large-scale marketing investment, the brand performance of CHAGEE has achieved significant growth, fully demonstrating the organic combination of its product health positioning and market promotion (Yao, 2024).

4.4 Price

In terms of product price, CHAGEE product price positioning, within the range of 15 ~ 20 yuan a moderate ranks in the new Chinese style tea brand. In terms of price mechanism, Bawang Tea has invited one person to register and enjoy 18 yuan discount coupon, group purchase discount of 50 cups and other preferential activities, selection package with a limited time of 10% discount, irregular distribution of 20 less 2, 39 less 4 and other coupon packages for consumers to choose (Wang, 2024). At the same time, CHAGEE also set up the "selection package" interface, carried out the activity of giving limited refrigerator stickers, its style is exquisite and small, the pattern is full of national tide elements. This not only meets the wishes of customers, improves the user's stickiness and repurchase rate, but also can

further promote the excellent traditional Chinese culture.

5 RESEARCH ON MARKETING STRATEGY BASED ON DETAILED POSSIBILITY MODEL

5.1 Peripheral Path

CHAGEE in the peripheral path, the main performance is the following points. First of all, by combining Chinese ancient elements and modern aesthetics, CHAGEE creates a very fashionable appearance packaging, attracting more consumers to punch in and take photos, and even spread on the Internet, satisfying hedonists and groups with certain needs for social interaction, thus expanding brand awareness and improving brand sales. Second, CHAGEE she builds a set of perfect private domain traffic operation system, through online ads, offline activities and elevator advertising screen through various channels, such as brand marketing, introducing a large number of users WeChat small programs and community and corporate WeChat private domain flow pool. In the private domain, CHAGEE through the membership system, integral exchange, her big coupons issued, keeps customers for their consumption, it also effectively improve the user viscosity and after purchase rate, embodies the meager profit but high turnover of differential pricing strategies, to a certain extent, reduce the risk of the market competition. Thirdly, CHAGEE has established many tea friend communities with stores as the main unit, and held offline tea friends meetings, new product tasting meetings and other large-scale activities to enhance users' sense of participation and experience. This kind of experiential marketing enables consumers to deepen their awareness and favorable impression of the brand in a relaxed and pleasant atmosphere. In the popular IP co-branding, CHAGEE effectively enhances the brand exposure through cross-border linkage with popular IP such as movies and TV dramas and games. During the Spring Festival in 2025, for example, file of nezha conquers the familiars make the sea "in the global film market, more than 14 billion yuan of total box office has set a new animated film, and even the whole world 113 records. CHAGEE has seized this popular IP that has gone viral, and post: " CHAGEE x film Ne Zha 2 conquers the familiars make the sea", and good friends! Finally got Zha 'er and Bing 'ii's hand! Next,

let's go hand in hand to drink tea in the mountains and rivers, and make a way to meet friends around the world with Oriental tea." ", which has a deep brand linkage with Ne Zha 2. This can not only increase the brand awareness of bullies her tea, and more of its "in Oriental tea, will the world friend" brand core idea. In the joint brand marketing activities, consumers are likely not because bullies her tea product quality or brand culture and to buy the product, but attracted by hot IP, thus interested in brand and goodwill. From the perspective of environment, its stores adopt the design concept of "Oriental New Tea shop", and cleverly use Chinese traditional cultural elements such as wooden space, dramatic mask, mortise and tenon structure of ancient architecture, seal script handwriting, and embroidery technology of Hanfu to create a unique Oriental aesthetic atmosphere, so that consumers can stop and appreciate "Chinese-style romance" while experiencing tea products. To have a positive impression of the brand, gradually become bullies her big fan of tea.

5.2 Core Path

Look from the core path, on the brand positioning and product value delivery, bullies her tea brand positioning for the "east new tea shops, new Chinese style tea on behalf of the brand", its main "the original leaf fresh milk tea" publicity concept, emphasis on health, natural product quality. This positioning directly conveys the core value of the brand to consumers, that is, producing high-quality, healthy products and creating a unique product experience combining tradition and modernity, which can also better create the brand characteristics of CHAGEE and leave consumers with a deep impression.

6 ANALYSIS OF SOCIAL MEDIA MARKETING

New tea has experienced from the initial 1.0 "tea + milk" era, to the 2.0 "tea + milk + fruit" era, and then to the current 3.0 "tea + milk + fruit + culture" era, and will move towards the 4.0 "digital operation and construction" era in the future. At the same time, a number of tea brands have successfully gone abroad, layout of the global market. According to the data "New Picture of New Tea Business" released by Douyin Life Service, the transaction amount of tea business on the platform in 2022 increased by more than 30 times compared with the previous year, and new tea merchants are exploring the second growth

curve in Douyin Life service. In addition, according to the data of Douyin New Tea Drinkers Survey 2022, Douyin has become an important channel for consumers to obtain information related to new tea, second only to friends' recommendations. In addition, Douyin has gradually developed into an important ordering channel, with 35% of consumers accustomed to purchasing products related to new tea drinks through Douyin, and placing orders at all times. As a result, Douyin has evolved into a one-click shopping channel from planting grass to placing orders. In such a macro environment, if new tea brands want to achieve breakthrough development, they must re-examine the value of traffic, and think about how to effectively obtain public domain traffic, precipitate private domain traffic, and transform private domain traffic into actual orders through refined operation (Wang, 2023). Therefore, CHAGEE has achieved accurate communication on platforms such as Douyin and XiaoHongshu through social media marketing. First, on the Douyin platform, CHAGEE attracts traffic through live benefits. Discount vouchers, 9.9 yuan drink vouchers for new store openings, and free vouchers for buying orders are distributed in Douyin live broadcast rooms to attract a large number of viewers to participate in watching. At the same time, the CHAGEE has enriched the content so as to spread widely. By publishing diversified video content such as product making process and brand culture, and launching creative activities such as "tearing cups" trend, Baowang aims to attract users of different ages, interests and regions. In terms of cooperation and promotion of celebrity talent, CHAGEE invites many celebrities to serve as tea promotion officials and cooperate with short video bloggers and other Kols. For example, it cooperated with "Jianbing Guozai" to promote Gardenia gardenia, and actor Wang Hedi and world tennis champion Zheng Qinwen helped promote the product. In the precise positioning of targeted delivery, CHAGEE combined with the user portrait of Tiktok visitors and historical transaction groups, through the local push aimed at 18-40 years old with spending power female groups, focusing on Chengdu, Kunming and other cities for advertising. Secondly, on the XiaoHongshu platform, CHAGEE releases a preview post before the launch of new products through publicity and interaction. For example, during the launch of "Spring Mountain When Awake", a coupon is drawn in the comment area. At the same time, in the "Wan Li Mulan" activity, four friends can be invited to help get free new products, so as to expand the user range. At the same time, CHAGEE displayed many exquisite

photos on social media, using pictures and live pictures combined with text as the main way of publicity, to display exquisite product packaging, cups and paper bags secondary creation content, in order to stimulate users' desire to buy. In terms of UGC content output, CHAGEE encourages users to generate and disseminate relevant content through incentive measures. Large-scale production of UGC can enhance brand exposure and form a good public opinion atmosphere. In addition, CHAGEE has built a social media matrix on multiple social media platforms to develop differentiated marketing strategies according to the characteristics of each platform. Continue to release high-quality content, effectively build a unified and unique new Chinese style tea brand image. At the same time, individuals monitor and adjust marketing activities in real time through big data analysis tools, conduct in-depth analysis on user behavior and other key indicators, grasp consumer demand and market trends, and achieve accurate push.

7 PROBLEM ANALYSIS

From the changes of the CHAGEE LOGO, people can get a glimpse of the evolution of its brand image. However, in a series of marketing activities with "national style" as the core of the brand, some problems worth discussing have been exposed. The frequent use of the same "national style" elements to carry out marketing offensive is very easy to cause consumers to have aesthetic fatigue. In the long run, it may also lead to the public's understanding of traditional culture on the surface, unable to deeply appreciate its essence. CHAGEE in creating the concept of "national style tea drink", the use of "national style" elements is often isolated and single, and the deep cultural background behind the elements is not fully explored and closely related to it. Take the brand LOGO for example, at first, consumers may be able to capture the shadow of Chinese traditional opera culture from it, but once the lack of in-depth understanding of the relevant cultural background and connotation, as time goes by, their perception of CHAGEE's main "national style tea drink" will gradually weaken. This negative impact caused by the improper use of "national style" elements directly leads to the lack of consumers' perception of the cultural connotation of "national style tea". Due to the frequent and lack of diversity in the use of elements, consumers' sensitivity to "national style tea" is reduced, and it is naturally difficult to deeply understand its cultural connotation. Taking the tea

cup packaging design of CHAGEE as an example, it means to inherit the spirit of the ancient Chinese tea horse Road, hoping to use tea as a bridge to communicate with the world. However, if the cultural value behind it cannot be effectively transmitted, it is difficult for this meaningful design to truly touch consumers (Hu, 2024).

8 SUGGESTIONS

Brand identification is the basis of consumer choice and the premise of consumer loyalty. For the establishment of CHAGEE brand reputation, on the one hand, people must ensure product quality, strengthen the monitoring of product raw materials and processing technology. On the other hand, it is necessary to innovate and expand product categories, create high-quality product images, meet customer needs, and enhance female consumers' freshness and recognition of the brand (Liu, Li, & Wang, 2024). Secondly, it is necessary to repeatedly polish the concept of national style. At the product level, CHAGEE needs to dig deep into traditional recipes, study ancient tea classics, such as the development of tea tasting milk tea in Song Dynasty, Tang Dynasty tea derivative drinks, etc., restore the taste of ancient tea, combined with modern taste preferences for improvement and innovation. Secondly, it is necessary to strengthen the limitation of seasons and festivals. According to the 24 solar terms and traditional festivals, special drinks are launched, such as spring bud tea at the beginning of spring, osmanthus Longjing moon tea at Mid-Autumn Festival, with exclusive packaging and introduction of stories. Thirdly, expand the product line of refreshments. Launch Chinese tea, such as lotus cake, Soviet-style moon cake, etc., with tea, create a complete national style food experience, fit with the scene of tea party friends. From the brand marketing level, CHAGEE can create a national IP, based on the story of "CHAGEE", create cartoons, comics or short videos, shape the brand virtual image, carry out IP authorization cooperation, and launch peripheral products. At the same time, cultural activities can be carried out. It can hold a national style tea drinking culture festival, including tea art performance, tea fighting competition, tea knowledge lectures, etc. Cooperate with universities and cultural institutions to carry out academic discussion and exchange activities on tea culture. From the store experience level, CHAGEE can enrich the space design and create more themed stores, such as the "Xiaoxiang Pavilion" store with the theme of "A Dream of Red

Mansions" and the "Xike Island" store with the theme of martial arts, etc., to integrate the corresponding scene elements. At the same time, interactive experience can be appropriately increased. For example, setting up a tea making experience area for consumers to make tea by themselves; Activities such as hanfu try-on and calligraphy and painting experience are regularly held to enrich consumer experience. Finally, special services can be provided. Employees can wear Hanfu or traditional costumes and use quaint service language; Rental of traditional tea drinking equipment is provided to meet consumers' demand for holding national style tea parties (Li, 2025).

9 CONCLUSION

This study focuses on the leading brand CHAGEE in the new Chinese tea market, and deeply explores its brand positioning, marketing strategy and cultural identity, so as to provide reference for similar brands. At present, the new Chinese tea market is booming but the competition is fierce. The phenomenon of product homogeneity and price confusion is serious, which greatly reduces the profit margin. Even so, the expansion of tea enterprises is still unabated. CHAGEE stands out in this market environment. In terms of cultural identity, CHAGEE cleverly named by the traditional cultural story of "Farewell My Concubine", integrated Chinese elements such as Peking Opera facial mask into the logo and packaging design, integrated traditional navy blue pattern and modern fashion, to create a unique national trend style, which not only carries forward the excellent traditional Chinese culture, but also fits the Chinese people's cultural self-confidence and support the trend of domestic products. It sets up a good brand image and provides a model for the cultural publicity of other tea brands. In terms of marketing strategy, based on 4P theory, with the slogan of "meeting world friends with Oriental tea", user stickiness is enhanced by "meeting world friends with tea"; Stores are distributed in shopping centers of first-tier and second-tier cities, private domain traffic system is built online, and dual-channel marketing is innovated; Publicize product heat, shape health labels, combine moderate prices and various discounts, improve performance and repurchase rate. Under the detailed possibility model, the peripheral path attracts attention by creating national fashion packaging, carrying out popular IP co-branding, and creating a unique store environment. The core path clearly defines the brand positioning and delivers the healthy

and natural product value. In social media marketing, Douyin, Xiaohongshu and other platforms implement their own methods to build matrix precision marketing. However, CHAGEE also has some problems in brand marketing, such as the single use of "national style" elements and the lack of cultural background correlation, which leads to aesthetic fatigue of consumers and insufficient perception of cultural connotation. Therefore, it is suggested to ensure the quality of products and expand the variety of products; Excavate the traditional formula, launch seasonal and festive products and refreshments; Create national style IP and hold cultural activities; Enrich store design, increase interactive experience and featured services, so as to enhance brand reputation and competitiveness.

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